

FIG. 1

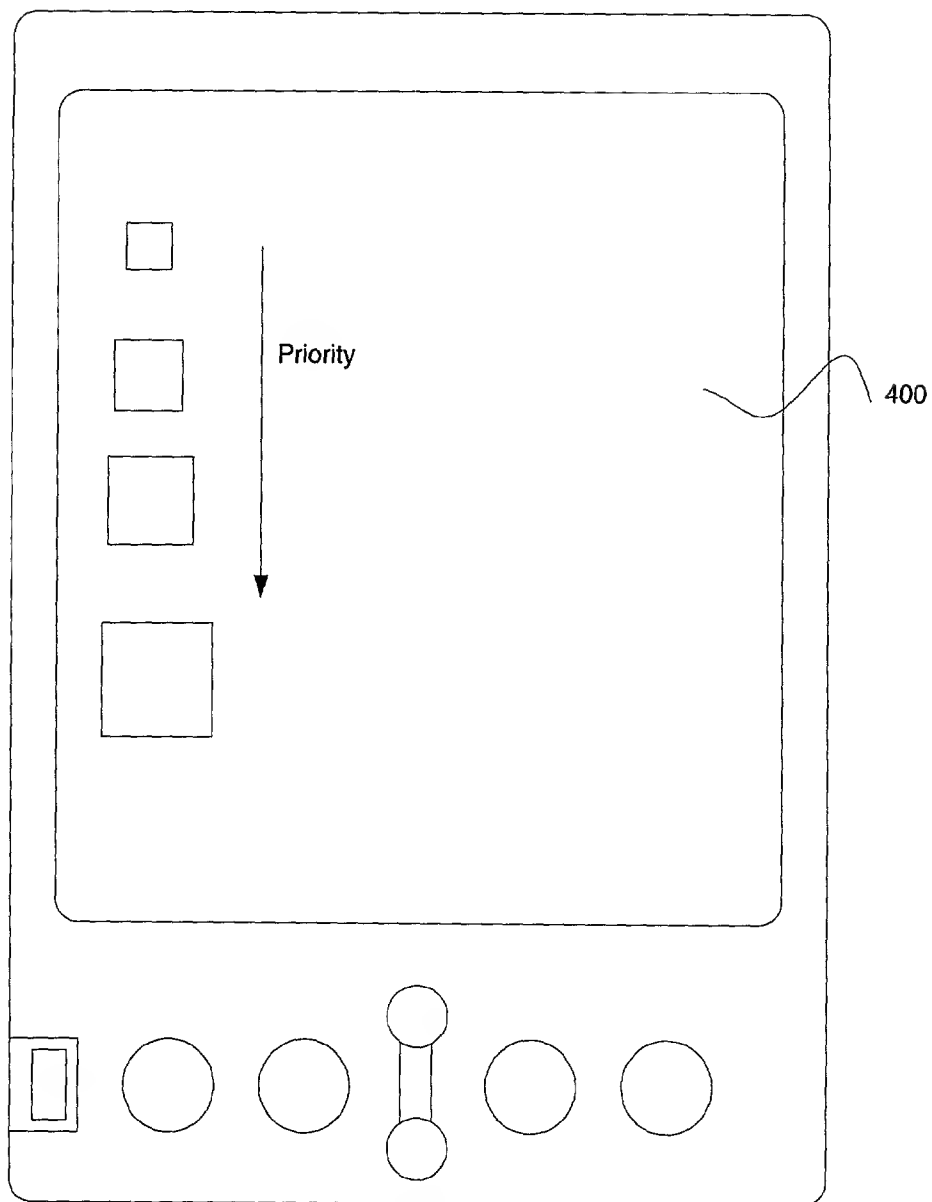


FIG. 2

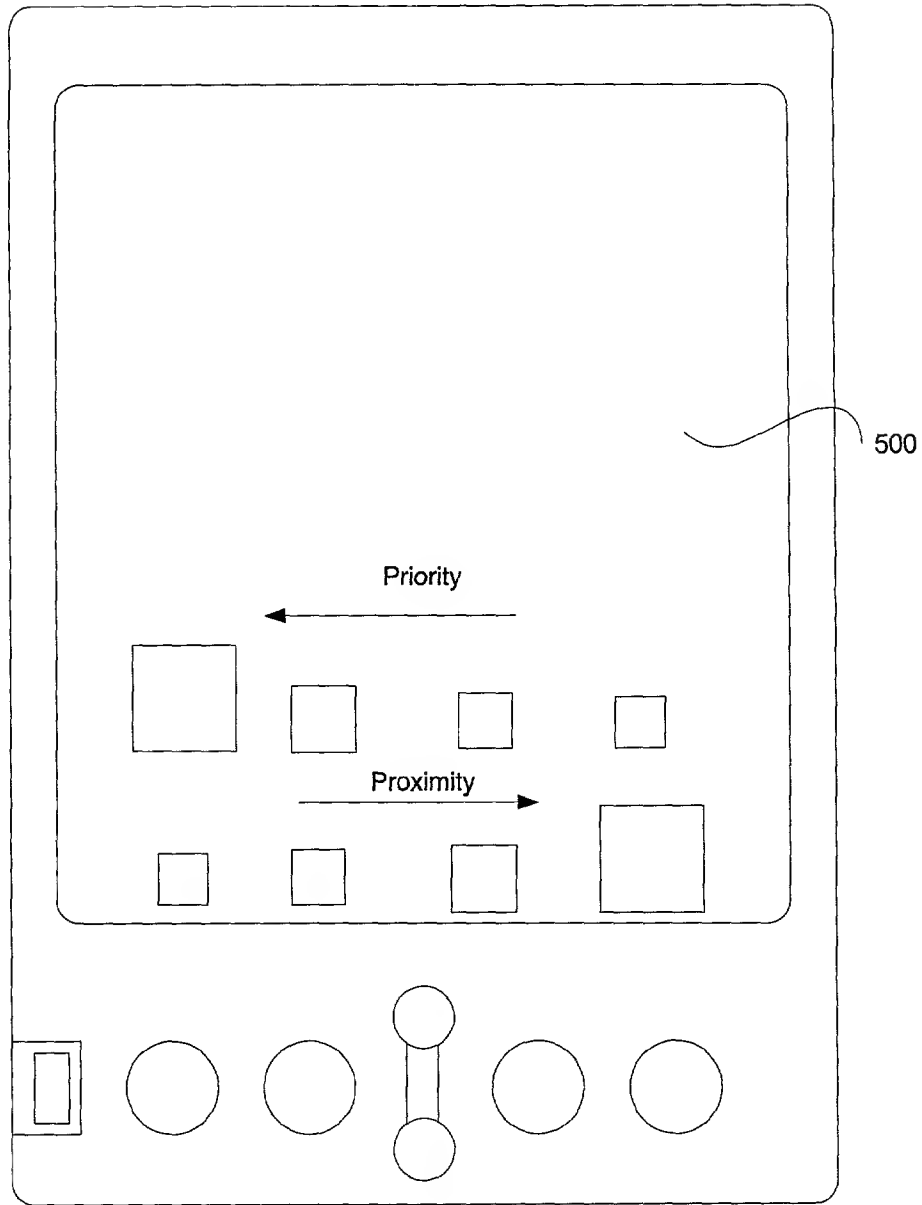


FIG. 3

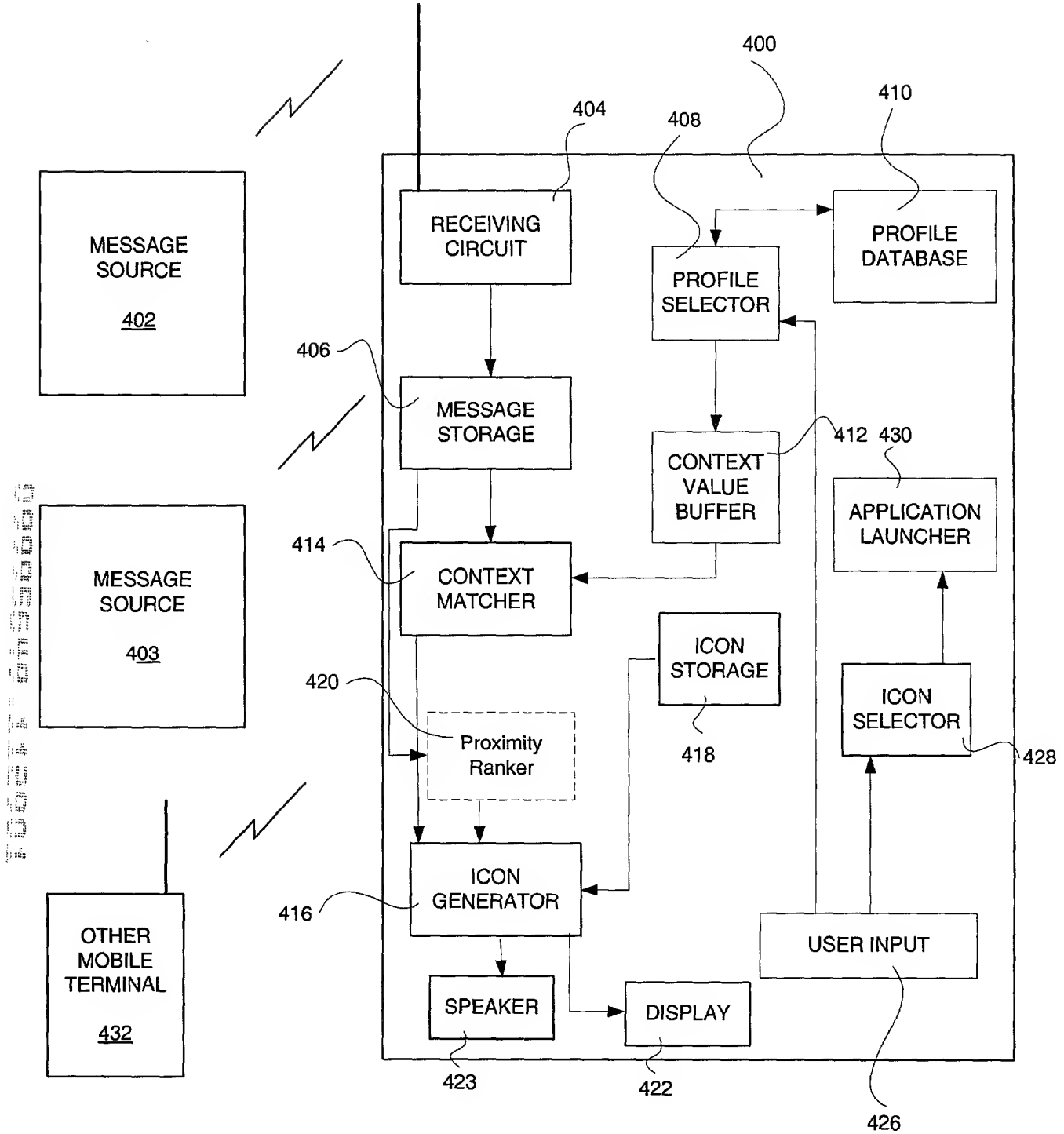


FIG. 4

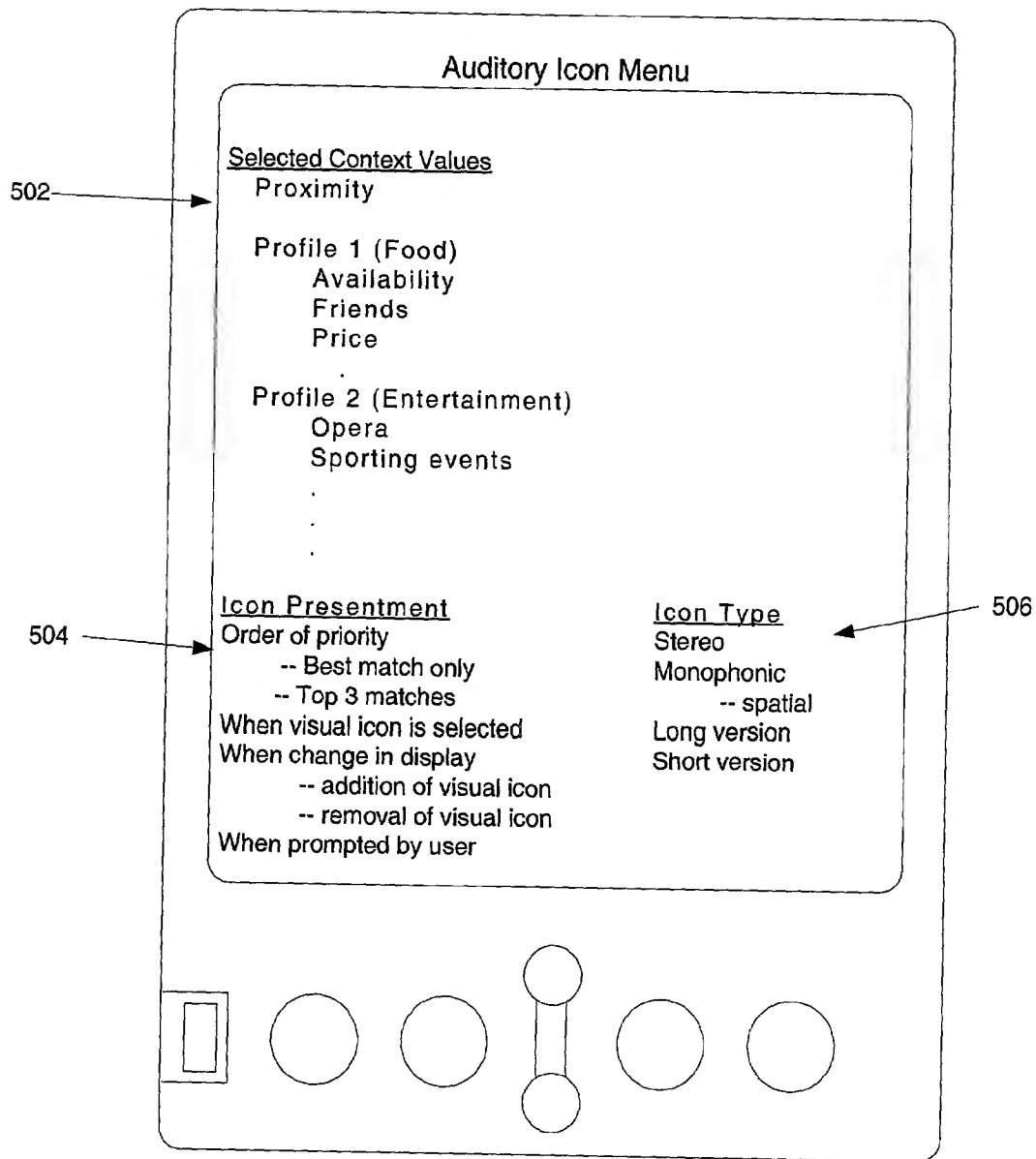


FIG. 5

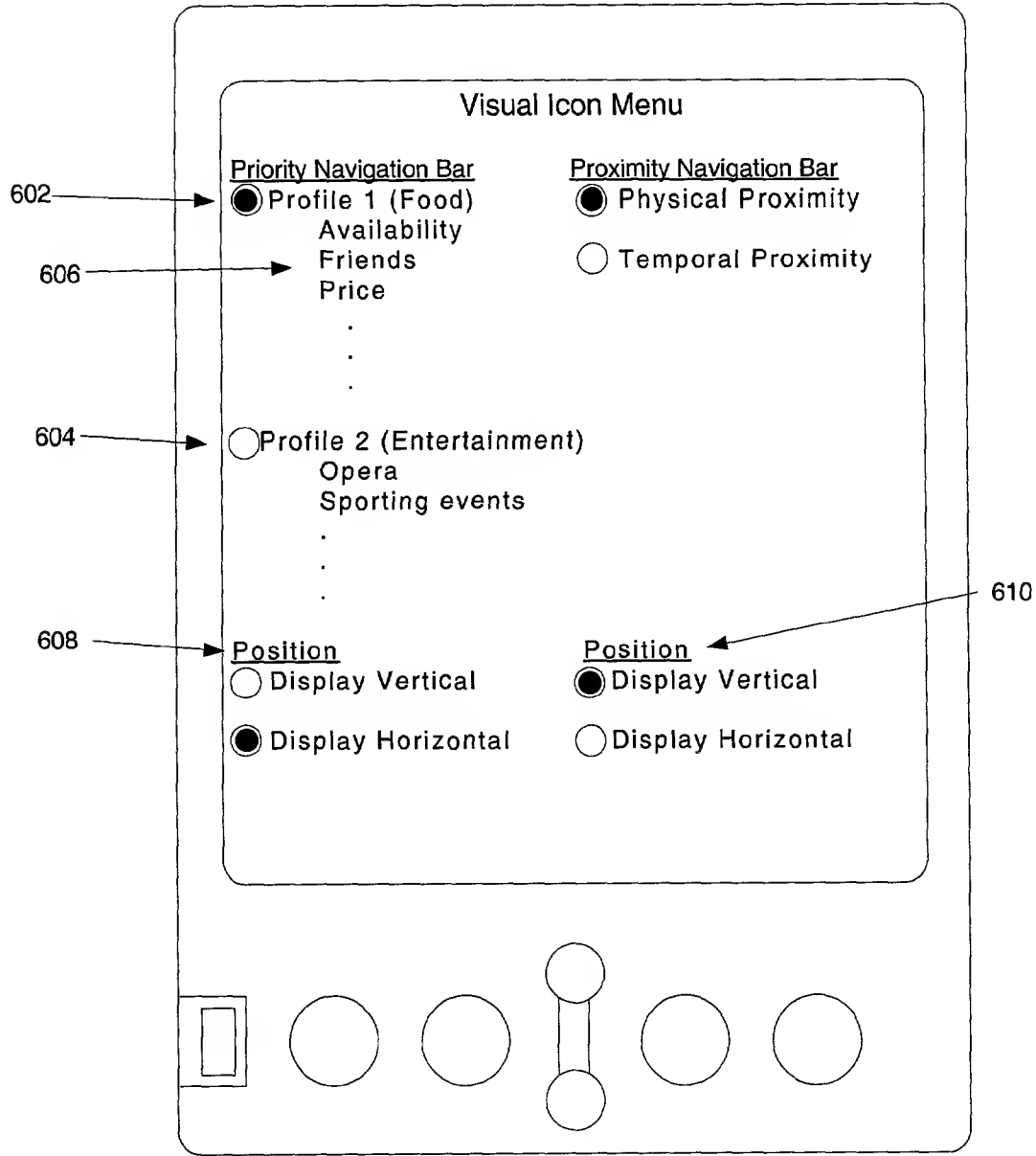


FIG. 6

USER A PROFILE

| PRIORITY | CONTEXT VALUE   |
|----------|---|
| 1        | Proximity   |
| 2        | Type of establishment (food, retail, movies, transp.) |
| 3        | Availability of services (vacancy/crowdedness)        |
| 4        | Friends   |
| 5        | Price   |
| 6        | Grade of service (five star, four star, three star)   |
|          |   |

FIG. 7

USER B PROFILE

| PRIORITY | CONTEXT VALUE |
|----------|---------------|
| 1        | Friends       |
| 2        | Price         |
| 3        | Proximity     |
|          |               |

FIG. 8



USER C PROFILE

| PRIORITY | CONTEXT VALUE                |
|----------|------------------------------|
| 1        | TIME-OF-DAY (11am-1pm): Food |
| 2        | Proximity                    |
| 3        | TIME-OF-DAY (6pm-8pm): Food  |
| 4        | Price                        |
|          |                              |

FIG. 9

| MATCH RANKING | PROXIMITY | PRICE | ENTITY OR SERVICE |
|---------------|-----------|-------|-------------------|
| 1             | 0.1       | \$3   | McDonald's        |
| 2             | 0.1       | \$5   | Pizza Hut         |
| 2             | 0.1       | \$5   | Starbucks         |
| 3             | 0.2       | \$2   | Subway Station    |
| 4             | 0.3       | \$2   | Bus Terminal      |
| 5             | 0.4       | NA    | Shoe Store        |
| 6             | 0.5       | NA    | Sears             |
| 7             | 0.6       | \$79  | Holiday Inn       |
| 8             | 0.6       | \$89  | Hyatt Hotel       |
| 8             | 0.6       | \$89  | Hilton Hotel      |
| 9             | NA        | NA    | yahoo.com         |
|               |           |       |                   |

FIG. 10

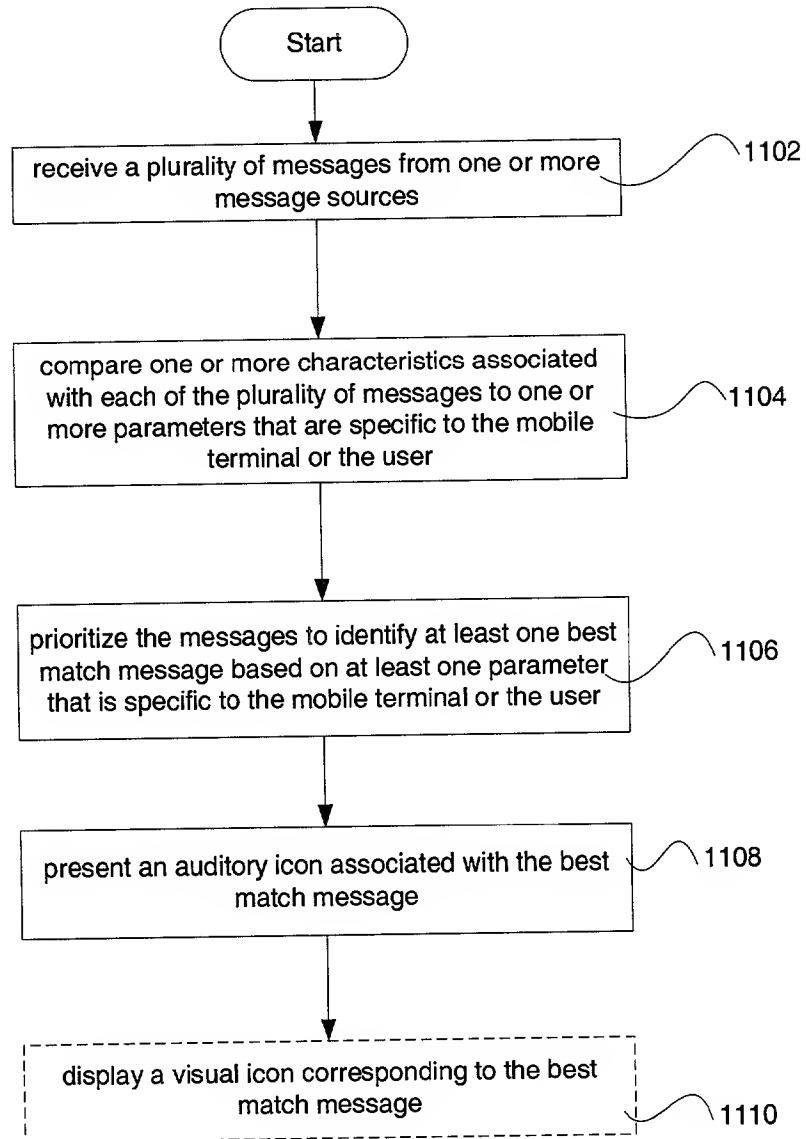


FIG. 11

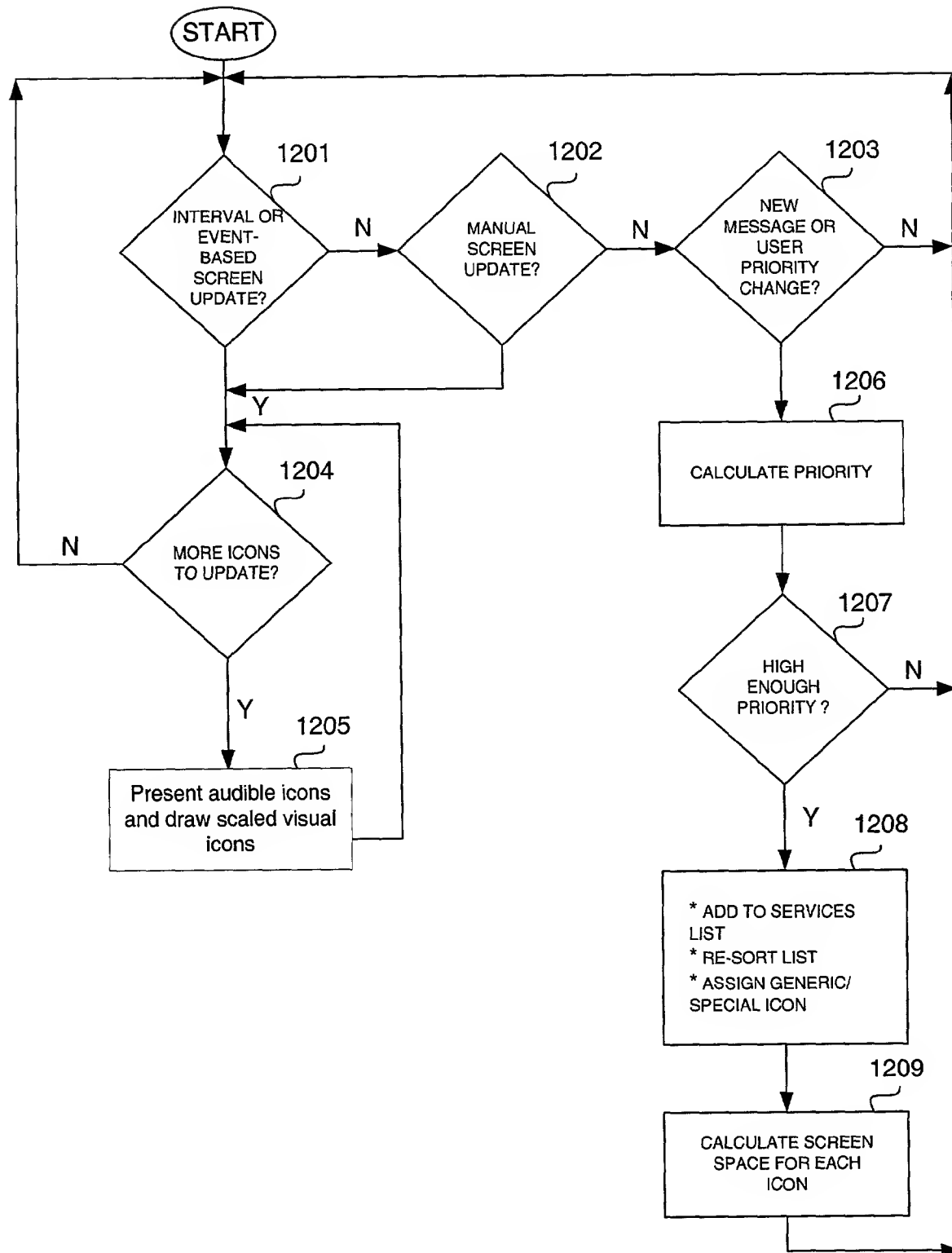


FIG. 12